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Reporter

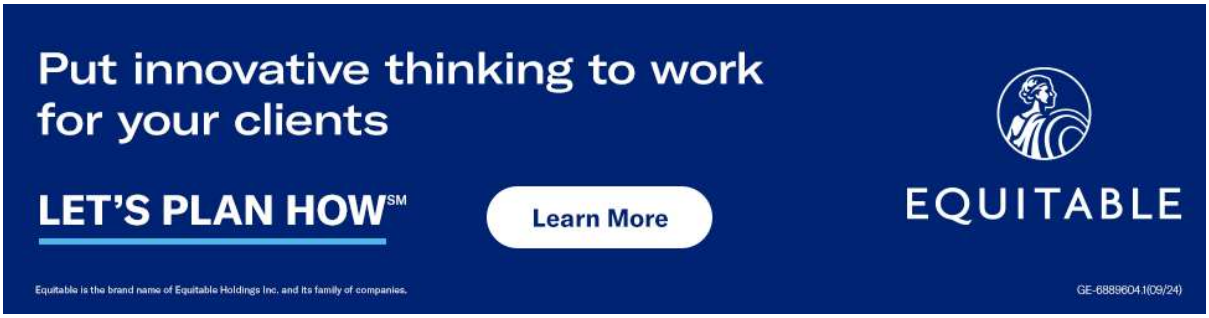
As I reported two weeks ago, many advisors were none too happy with the CFP Board's new "Quite Possibly the Perfect Job" ad campaign.

In response, CFP Board CEO Kevin R. Keller unveiled updates to the campaign's static images on social media. I spoke with advisors, some of whom were satisfied with these revisions, while others said they didn't go far enough. What do you think?

I hope you'll check out the article, along with the rest of this week's stories.

As always, thank you for reading. Talk to you next Wednesday!

Connect with Rob: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CFP Board updates ads after backlash from advisors

The revamped digital campaign, "Quite Possibly the Perfect Job," features new versions of static ads that appear on social media.

- **Many advisors still wary nearly a year after spot bitcoin ETFs approved**
  While these generated a flood of initial interest, broad adoption of these digital assets in portfolios will take some time.
- **How financial advisors want the Social Security shortfall handled**
  Everyone agrees that the anticipated insolvency in 2035, is a problem, but the answers to how to fix it are anything but unified.
- **Ask an Advisor: Managing risks of overexposure to single stocks**
  Financial advisors weigh in on how they assist clients with this issue, especially if they have large holdings in their employer's stock.

- **Training advisors wish they had when they entered the profession**
  Osaic launches professional development initiative after a six-month pilot period.

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